

One call could save a life.



California's 2006 Holiday DUI Crackdown

Media Relations Guide *for* County/Regional Avoid Programs

STATE OF CALIFORNIA
BUSINESS, TRANSPORTATION AND HOUSING AGENCY

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November 2006

Dear Avoid Grantee,

This holiday season, some 450 local law enforcement agencies and the California Highway Patrol will take part in DUI Avoid campaigns across 35 California counties. I would like to take this opportunity to provide some direction and guidelines regarding outreach to ensure that, collectively, we are providing a clear and consistent message to the media, and in turn, the public at large.

This year the Office of Traffic Safety (OTS), CHP, Department of Motor Vehicles (DMV), Department of Alcoholic Beverage Control (ABC) and Caltrans are collectively promoting the use of the 911 emergency phone number as a call to action to report drunk drivers in California. This outreach to the public will act as an important deterrent to potential drunk drivers as we gear up for the holiday enforcement period. You can expect to see messages to *Report Drunk Drivers — Call 911* on Caltrans message signs, via radio advertising, in printed materials and more. As such, I suggest that all agencies review protocol with dispatchers prior to December 1 to ensure that these calls are handled appropriately.

We are asking that you integrate the *Report Drunk Drivers — Call 911* message into your regional DUI Avoid press announcements, media events and outreach. Included in this guidebook are sample media materials, as well as creative elements, including Web banner PSAs to post on your respective department Web sites, print PSAs to share with your local media and more. Electronic versions of the media materials, as well as PDFs of creative, can be downloaded via the OTS Web site at www.ots.ca.gov. Please use these materials in your own regions as appropriate.

In early December, we will also be sending each Avoid campaign a supply of magnetic bumper stickers featuring the *Report Drunk Drivers — Call 911* message for display on patrol cars of participating agencies. Please make an effort to distribute and use these materials to help get the word out to the public.

If you have any questions regarding these materials, or would like to request a specific number of magnetic bumper stickers, please contact Jenny Padilla at (916) 418-1500 or via email at jenny.padilla@ogilvypr.com.

Thank you in advance for your support and participation in this life-saving effort.

Sincerely,

A handwritten signature in black ink that reads 'Chris Murphy'.

Christopher J. Murphy
Director
California Office of Traffic Safety

CALIFORNIA'S 'AVOID' PROGRAM

Background

The National Highway Traffic Safety Administration (NHTSA) encourages States to enact legislation authorizing the use of sobriety checkpoint enforcement efforts and to fully implement checkpoints once enacted. Sobriety checkpoints are a tool that adopts the effective strategy of employing high-visibility enforcement combined with publicity that States can use to reduce impaired driving by creating both general and specific deterrence.

NHTSA defines a sobriety checkpoint as the stopping of vehicles, or a specific sequence of vehicles (e.g., every fifth vehicle), at a predetermined fixed location to detect drivers who are impaired by alcohol and/or other drugs. One purpose of a sobriety checkpoint is to increase the perceived risk of detection and arrest for individuals who might otherwise decide to drive impaired. This is a checkpoint's general deterrence effect. The fact that all, or a predetermined proportion of, vehicles are stopped reduces the impaired drivers' confidence that they can avoid being detected by concealing or compensating for alcohol and/or drug impairment.

California's 'Avoid' program started in Santa Clara County with the 'Avoid the 13' in late 1973. The term 'Avoid' refers to a cluster of law enforcement agencies in a particular region that join forces during peak holiday periods to fight drunk driving. The number after the name — Avoid the 13, for example — indicates the number of police agencies in that region's task force. The name of the program — 'Avoid' is a message to motorists that simply means this: don't drink and drive and you'll therefore *avoid* being arrested.

Incentive Grant Program

In 2005, Congress enacted the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU). Section 2007 of SAFETEA-LU amends the alcohol-impaired-driving countermeasures incentive grant program (under Section 410 of chapter 4 of Title 23) to encourage States to adopt and implement effective programs to reduce traffic safety problems resulting from individuals driving while impaired by alcohol. One of the countermeasures promoted in the statute includes conducting a series of high-visibility, statewide law enforcement campaigns and the use of sobriety checkpoints or saturation patrols. A State may use these grant funds to implement the checkpoints or patrols.

Key Facts

- In 2005, approximately 46 percent of the 3,424 fatal motor vehicle crashes in California were alcohol-related.
- The use of checkpoints enhances the visibility of overall impaired-driving enforcement efforts and contributes significantly to general and specific deterrence.
- Literature reviews show that checkpoints are associated with reductions in alcohol-related fatalities — a median decrease of 20 percent.
- Checkpoints were found effective regardless of staffing levels or location movement. This means low staffing and frequently moving checkpoints are feasible enforcement options.
- As of January 2006, sobriety checkpoints are allowed in 39 States, the District of Columbia, and Puerto Rico. Iowa, Idaho, Michigan, Minnesota, Montana, Oregon, Rhode Island, Texas, Washington, Wisconsin, and Wyoming do not allow sobriety checkpoints.
- Surveys show that 70–80 percent of the public is in favor of more sobriety checkpoints to combat drunk drivers.

FORMAT ON AGENCY OR AVOID LETTERHEAD
Electronic file available on enclosed CD or at www.ots.ca.gov

SAMPLE PRESS RELEASE

For Immediate Release

December [X], 2006

Contact: [Name, Agency]

[Office Phone/Cell Phone]

**'Avoid the [X]' Holiday DUI Crackdown in [County/Region]
Public Asked to Call 911 to Report Drunk Drivers**

[City], Calif.) — Local law enforcement agencies are preparing for one of the State's most aggressive impaired driving crackdowns of the year, with [X] agencies taking part in the 'Avoid the [X]' campaign as part of California's holiday DUI crackdown. California's effort coincides with the national "Drunk Driving. Over the Limit. Under Arrest." campaign taking place across the country.

And the California Office of Traffic Safety (OTS), which provided grant funding for the Avoid program's efforts, including officer overtime for sobriety checkpoints and saturation patrols, is asking for the public's help in reporting drunk drivers by calling 911.

"Law enforcement can only do so much," said OTS Director Christopher J. Murphy. "Knowing that other motorists are going to report drunk drivers is a significant deterrent. And all of our efforts are aimed at preventing a drunk driver from getting behind the wheel in the first place. One phone call really can save a life."

2005 marks the seventh consecutive year in which alcohol-related fatalities have increased in California, compared to a nationwide decrease of 0.2 percent between 2004 and 2005. California experienced an increase in alcohol related fatalities of almost eight percent between 2004 and 2005.

"We want motorists to exercise common sense and good judgment when calling 911 to report a drunk driver," said [Local Agency Name, Title]. "Under no circumstances should the public make an attempt to follow or stop the vehicle or interact with the driver. Please leave that to the trained professionals by calling 911."

[Include paragraph detailing the planned activities of the regional AVOID program, such as sobriety checkpoints, saturation patrols, etc.]

According to the National Highway Traffic Safety Administration (NHTSA), the following clues can help motorists detect a drunk driver:

- Appearing to be drunk or drinking in the car
- Turning with a wide radius or straddling the center of the road or lane marker
- Almost striking another object or vehicle and weaving or zigzagging across the road
- Turning abruptly or illegally and driving slower than 10 mph below the speed limit
- Following others too closely, drifting or moving in a straight line at an angle and erratic braking
- Driving into opposing or crossing traffic or driving with headlights off

In 2005, 1,574 people were killed and 30,810 were injured in alcohol-related crashes in California, compared to 1,462 fatalities and 31,538 injuries in 2004. OTS, through NHTSA, awarded \$3.7 million in grants to 93 local law enforcement agencies to conduct sobriety checkpoints during 2006 – 2007, including the upcoming holiday period. In addition, OTS has allocated \$5 million to fund more than 450 law enforcement agencies and the CHP to conduct regional DUI Avoid campaigns across 35 counties.

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Editor's note: To schedule an interview regarding impaired driving efforts, or request a ride-along with law enforcement during the holiday period, please contact [Name] at [Phone] or via email at [E-mail].

** Statistics based on California Highway Patrol 2005 data and Department of Motor Vehicles.*

FORMAT ON AGENCY OR AVOID LETTERHEAD
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SAMPLE LETTER TO THE EDITOR

December 1, 2006

Dear Editor:

Each year law enforcement in California, including the 'Avoid the [X]' in [County/Region], prepare for a holiday season filled with sobriety checkpoints, saturation patrols and warrant sweeps in an effort to remove impaired drivers from our roadways before they hurt or kill themselves or others. We plan, prepare and coordinate efforts to make as much of an impact with limited resources as possible. It truly is a matter of life and death.

This year, law enforcement throughout California are asking for the public's help in spotting drunk drivers by calling 911. Be prepared to report the location, direction, make, model and license plate of the vehicle to the authorities so we can follow up appropriately.

Utilizing citizens and motorists to alert law enforcement to possible impaired drivers can greatly enhance the efforts of local law enforcement and California Highway Patrol officers. And this outreach should also serve as a deterrent to potential drunk drivers. Be forewarned that your fellow motorists will have their eyes open. And with more than half of all motorists using cell phones, those who choose to drive impaired run a much greater risk of being caught.

The 'Avoid the [X]' appreciates the assistance of all citizens to prevent impaired driving and thanks you in advance for your support. One call really can save a life.

Sincerely,

[Name]

[Title]

[Agency]

California's 2006 DUI Enforcement Crackdown
Report Drunk Drivers — Call 911

Spotting & Reporting Drunk Drivers
Tip Sheet

How to Report a Drunk Driver

1. Call 911 and tell them you wish to report a drunk driver.
2. Give the exact location of the vehicle, including the name of the road or cross streets and the direction they're traveling.
3. Give a complete description of the vehicle, such as make, model, color, license plate number, etc.
4. Describe the manner in which the vehicle is being driven.

How to Spot a Drunk Driver

The following signs can help you detect an impaired driving on the road:

- Turning with a wide radius
- Straddling the center of the road or lane marker
- Appearing to be drunk (i.e., eye fixation, face close to windshield, drinking in the vehicle)
- Almost striking an object or another vehicle
- Weaving or zigzagging across the road
- Driving on surfaces other than a designated roadway
- Swerving or abruptly turning away from a generally straight course
- Turning abruptly or illegally
- Driving slower than 10 mph below the speed limit
- Stopping without cause in a traffic lane
- Stopping inappropriately
- Following others too closely
- Drifting or moving in a straight line at a slight angle to the roadway
- Erratic braking
- Driving into opposing or crossing traffic
- Signaling that is inconsistent with driving actions
- Slow response to traffic signals, including sudden stops and delayed starts
- Driving with headlights off

'How to Spot a Drunk Driver' clues courtesy of the National Highway Traffic Safety Administration.

California's 2006 DUI Enforcement Crackdown
Report Drunk Drivers — Call 911

Frequently Asked Questions

How many people are killed by drunk drivers each year?

In California, 1,574 people were killed and another 30,810 injured in alcohol related crashes in 2005. This represents an increase of almost eight percent in fatalities from 2004 in which 1,462 people were killed.

How many people are arrested for DUI each year?

In 2005, 182,414 people were arrested in California for driving under the influence.

What day of the week are drunk driving fatalities most likely to occur?

Of the 1,574 people killed in alcohol involved crashes in California in 2005, 998 fatalities occurred on Friday, Saturday or Sunday, representing approximately 63 percent. Of the 30,810 people injured in alcohol involved crashes the same year, approximately 61 percent occurred on Friday, Saturday and Sunday.

How do I know if a driver is driving drunk, or just a bad driver?

There are a variety of clues that might indicate a drunk driver, including: turning wide, almost striking another vehicle, weaving, swerving or turning abruptly, following too closely, erratic breaking and driving with headlights off, among others. For a complete list of clues on how to spot a drunk driver, visit www.ots.ca.gov.

How can the public report a drunk driver?

Call 911 from your mobile phone.

What happens when someone calls 911 to report a drunk driver in California?

The 911 dispatcher will ask for the exact location of the vehicle, a vehicle description (make, model, color), as well as the license plate number. That information will then be relayed to officers in the field.

Do I have to give my name if I call to report a drunk driver?

No. You can remain anonymous.

If I see a drunk driver, should I try and stop the car or talk to the driver?

No. Leave that to trained professionals. Don't try to stop or follow the vehicle or detain the drunk driver if they stop. Do not attempt to act in the capacity of any police, fire or medical personnel unless you are properly trained and authorized to perform that function.

Will sobriety checkpoints be taking place in my area around the holidays?

Yes. The CHP and more than 450 local law enforcement agencies across 35 counties will be conducting sobriety checkpoints in California.

What does a DUI cost?

A DUI in California can cost anywhere from \$5,200 to \$7,200, including:

• Vehicle tow charges	\$125
• Bail	\$110
• Attorney fees (just to plead guilty)	\$500
• Penalties and court fees	\$1,500
• DUI school	\$650
• Insurance rate increase (for three years)	\$2,500 to \$5,000

Plus...

- Two days in jail
- Three years probation
- Drivers license suspension
- Missed time off work
- DUI conviction on your record for 10 years

Where can I find complete data on California DUI collisions, by County?

For 2004 statewide and county arrest data, visit www.chp.ca.gov/switrs/

Additional DUI arrest data is also available from the Department of Justice at:

http://stats.doj.ca.gov/cjsc_stats/prof04/index.htm

http://stats.doj.ca.gov/cjsc_stats/prof04/00/3A.htm — *DUI Felony arrest*

http://stats.doj.ca.gov/cjsc_stats/prof04/00/4A.htm — *DUI Misdemeanor arrest*

California's 2006 DUI Enforcement Crackdown
Report Drunk Drivers — Call 911

Fact Sheet

California Data

In California in 2005, 1,574 people were killed in alcohol related crashes, up from 1,462 fatalities in 2004 — an increase of almost eight percent. Additionally in 2005, there were 30,810 people injured in alcohol-related crashes, down from 31,538 in 2004.

In California in 2005, 182,414 people were arrested for driving under the influence (DUI).

The average alcohol-related fatality in California costs \$3.8 million, including \$1 million in monetary costs and \$2.8 million in quality of life losses.

The estimated cost per injured survivor of an alcohol-related crash averaged \$115,000 including \$55,000 in monetary costs and \$60,000 in quality of life losses.

Alcohol-related crashes accounted for an estimated 20 percent of California's auto insurance payments. Reducing alcohol-related crashes by 10 percent could save \$300 million in claims payments and loss adjustment expenses.

National Data

Nationally, there were 16,885 alcohol-related fatalities in 2005, representing 39 percent of the total traffic fatalities for the year. This represents an average of one alcohol-related fatality every 31 minutes.

Nationally, traffic fatalities in alcohol-related crashes fell by 0.2 percent, from 16,919 in 2004 to 16,885 in 2005.

In 2005, more than half (52 percent) of the drivers involved in fatal crashes who had been drinking had a blood alcohol content (BAC) of .16 or above.

Nationally, the rate of alcohol involvement in fatal crashes is more than three times higher at night, compared to daytime offenses. For all crashes, the rate of alcohol involvement rate is five times higher at night.

In 2005, 30 percent of all fatal crashes during the week were alcohol-related, compared to 52 percent on weekends.

In 2005, 21 percent of the children age 14 and younger who were killed in motor vehicle crashes were killed in alcohol-related crashes.

In 2004, the Federal Bureau of Investigation's Uniform Crime Reporting Program estimated that more than 1.4 million drivers were arrested for driving under the influence of alcohol or narcotics. This is an arrest rate of 1 for every 139 licensed drivers in the United States.

Sources: Statistics provided by the California Highway Patrol Statewide Integrated Traffic Records System (SWITRS) and the National Highway Traffic Safety Administration's (NHTSA) Center for Statistics and Analysis (Alcohol Traffic Safety Facts 2005).

FORMAT ON AGENCY OR AVOID LETTERHEAD
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California's 2006 DUI Enforcement Crackdown
Report Drunk Drivers — Call 911

Talking Points

The following talking points can be used by public information officers and other media spokespersons on behalf of the 'Avoid' program:

- 'Avoids' are a cluster of law enforcement agencies in a particular region that join forces during peak holiday periods to fight drunk driving. The number after the name — Avoid the 13, for example — indicates the number of police agencies in that region's task force. The name of the program — 'Avoid' is a message to motorists that simply means this: don't drink and drive and you will avoid being arrested.
- As of January 2006, there are 35 working 'Avoids' in California encompassing 35 counties that involve more than 450 law enforcement agencies.
- Santa Clara County formed the first 'Avoid' the 13 in late 1973.
- The best defense against a drunk driver is a seat belt
- Designate a driver ahead of time. A designated driver is a non-drinking driver.
- Never change a tire on the shoulder of the freeway. Find a parking lot, even if you ruin the tire.
- If you have to get out of your car on the shoulder, slide over and get out on the passenger's side.
- Drivers who are all over the road are often drunk or high. So are road ragers. Call them in.
- This is the perfect use for Mobile 911. Keep your distance and be ready to report the location and direction of travel. Police treat these as hot calls.
- Each year, college students spend approximately \$5.5 billion on alcohol — more than they spend on soft drink, milk, juice, tea, coffee and books combined.
- Binge drinking has been defined as at least five drinks in a row for men and four drinks in a row for women.
- Beer and wine are not "safer" than hard liquor. A 12-ounce can of beer, a 5-ounce glass of wine and 1 ounce of hard liquor all have the same amount of alcohol.
- In 2005 1,574 people were killed in an alcohol-related collision in California, and 30,810 were injured (CHP/SWITRS). This represents an increase of almost eight percent in fatalities compared to 1,462 fatalities in 2004.

Previous Year Totals

Alcohol Involved Crashes (California)		
Year	Persons Killed	Persons Injured
2005	1,574	30,810
2004	1,462	31,538
2003	1,445	31,337
2002	1,411	32,073
2001	1,308	31,806

**Statistics from California Highway Patrol.*

California Highway Patrol
Statewide Integrated Traffic Reporting System — SWITRS

Alcohol Involved Collisions and Victims by Counties and
Statewide — California 2005

County	Total Collisions	Fatal Collisions	Injury Collisions	PDO Collisions	Victims Killed	Victims Injured
Alameda	2,035	31	679	1,325	35	992
Alpine	8	0	4	4	0	7
Amador	80	3	43	34	7	63
Butte	364	16	151	197	16	234
Calaveras	92	3	48	41	3	65
Colusa	53	1	24	28	1	39
Contra Costa	1,211	29	407	775	34	570
Del Norte	47	2	24	21	2	38
El Dorado	335	4	177	154	4	248
Fresno	1,323	53	495	775	65	718
Glenn	53	1	27	25	1	39
Humboldt	297	7	120	170	8	150
Imperial	151	11	80	60	11	120
Inyo	42	1	21	20	2	35
Kern	1,205	45	475	685	53	728
Kings	177	20	78	79	21	159
Lake	141	6	72	63	6	111
Lassen	38	3	19	16	3	29
Los Angeles	12,715	240	4,996	7,479	265	7,487
Madera	300	14	107	179	17	190
Marin	341	5	133	203	6	184
Mariposa	20	2	10	8	2	15
Mendocino	159	12	77	70	17	112
Merced	407	16	179	212	19	299
Modoc	15	0	9	6	0	12
Mono	25	0	10	15	0	13
Monterey	616	19	162	435	23	253
Napa	298	5	120	173	7	173
Nevada	203	5	96	102	6	122
Orange	4,034	78	1,447	2,509	84	2,175
Placer	421	10	184	227	10	257
Plumas	49	4	24	21	4	32

California Highway Patrol
Statewide Integrated Traffic Reporting System — SWITRS

Alcohol Involved Collisions and Victims by Counties and
Statewide — California 2005

County	Total Collisions	Fatal Collisions	Injury Collisions	PDO Collisions	Victims Killed	Victims Injured
Riverside	2,939	112	1,295	1,532	124	2,047
Sacramento	2,059	60	890	1,109	62	1,352
San Benito	124	6	36	82	6	52
San Bernardino	3,076	120	1,173	1,783	135	1,841
San Diego	4,043	106	2,057	1,880	120	2,981
San Francisco	723	11	360	352	12	541
San Joaquin	1,091	49	443	599	57	705
San Luis Obispo	528	16	189	323	19	258
San Mateo	878	15	281	582	18	408
Santa Barbara	808	28	285	495	31	427
Santa Clara	1,501	39	703	759	44	987
Santa Cruz	438	9	157	272	9	206
Shasta	358	12	172	174	15	253
Sierra	16	1	11	4	1	12
Siskiyou	72	2	37	33	2	45
Solano	600	15	211	374	15	311
Sonoma	869	25	346	498	28	482
Stanislaus	884	29	348	507	36	541
Sutter	142	7	48	87	10	74
Tehama	121	2	63	56	2	79
Trinity	39	2	24	13	3	30
Tulare	685	40	260	385	51	485
Tuolumne	111	7	56	48	10	95
Ventura	1,148	16	491	641	16	683
Yolo	250	9	100	141	10	170
Yuba	103	3	47	53	6	76
Statewide Totals	50,861	1,387	20,581	28,893	1,574	30,810

The collision statistics reports all Alcohol Involved Collision and then breaks that data into three types of collision: Fatal Collisions, Injury Collisions and Property Damage Only Collisions (PDO).

Victims are the number of persons killed or injured in collisions whether drivers, passengers, bicycle riders or pedestrians were the involved parties 'Had been Drinking'.

